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The Issue of Effectiveness in Radio Journalism

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Abstract: This article a radio journalist should be able to produce both impressive and educational broadcasts from the heart of the listener. As the saying goes, "A good word is the food of the soul".

Keywords: radio, effectiveness, radio journalism, Karakalpak journalists.

With the advent of radio, the population's demand for radio broadcasting began to wane. The broadcasts of radio broadcasts are wide. The main difference is that it does not talk about politics, economics, social life, health, culture or sports, but in some cases it is informative.

In the first stage, the radio broadcasts, while in the second stage, its victory is aimed at gathering listeners. At this stage, the effectiveness of the radio has increased.

The radio has no boundaries. He was able to find his listeners quickly and easily. Usy side menen ol özgeshelenedi. Today's radio is characterized by a policy of uniting politics. The Karakalpak radio channel proved this in practice. In fact, this is a requirement.

The concept of operativeness is gaining ground today through radio communication. In the end, it is the cheapest and most effective means of victory. The beginning of author's broadcasts on the radio has come to the forefront, with both respect and credibility for the service of radio journalism. Now we have the opportunity to recognize the radio broadcasters through their regular broadcasts and author's broadcasts. The reason is that a radio journalist is known to the audience as a person who works for the society and broadcasts it on his own.

President Sh. Mirziyoyev assesses the work of journalists:

"Uzbekistan is the name of our country. You, journalists, are the bright ears of Uzbekistan without prejudice. Now you are free - you have all the opportunities to show what you can do. It is necessary to create unique news of the era. This is all understandable. In the new Shari'ah, let the new power be renewed" [1-47].

Thanks to the new conditions created in our country, radio journalists have been able to demonstrate in practice that I have the opportunity to attract the public to themselves through non-state channels.

Karakalpakstan radio channel is a proof of our word. The news of the modern radio channel proved in the final issue that it is possible to communicate directly with the audience.

The theory of radio journalism has been the subject of a number of monographs by Russian and Uzbek scholars on its problem, [2] which we also use as a theoretical critique in the study of the work of Karakalpak journalists.

The effectiveness of the radio is determined by the time, so that the accuracy and timeliness of its delivery is exactly the same. Given these differences, radio journalism needs to be clear and concise. "Any message that is prepared affects the emotion of the listener," he said. It develops his imagination, and the educational service of the radio is mine. The wave of

incoming information educates the listener to evaluate, listen to the jury, and, on the other hand, directs the creation of a definite, clear emotional mood "[3-67].

Thanks to impartiality, radical changes have taken place in the worldview, mindset, legal knowledge, consciousness and culture of our citizens. In particular, political, economic, legal, cultural, artistic, sports, and social issues have become popular in radio broadcasts. As a result, there has been an increase in interest in the study of national values, customs and traditions. Such attempts have led to the thematic and surveillance of radio journalists.

In particular, "Historical figures" (editor Lola Nuratdinova), "Secrets of health" (editor Muzaffar Toreev), "Shanarak bakhty" (editor Inkar Pirimbetova), "Man and nature" (editor Ulmeken Pirjanova), "Judiciary" (editor Togtarbay Dosymbetov), "Jaslar hem bilimlendirio" (editor Derman Babaniyazov), "Ibrat" (editor Nursulyo' Begimova), "Theater and actor" (editor Ulmeken Palo'aniyazova), "Nation and Manao'iyat" (editor Dilbar G'nanieva) jurtym »(editor Zamira Erejepova) Each of the essays has its own theme.

At the same time, it is important to provide legal information to radio listeners at the crossroads. In particular, the Karakalpak radio channel broadcasts "Man and Nature" (Editor Ulmeken Pirjanova), "Judicial Reform" (Editor Togtarbay Dosymbetov), "The Future of Human Mind" (Editor Nursulyo Begtmova), "Shield" , "In the World of Economics" (Editor Ziyada Tajimuratova), "My Homeland" (Editor Zamira Erejepova) are important issues of the day, both politically and socially. Educational-educational "Historical Tulgalar" (Editor Lola Nuratdinova), "Mirio'bet" (Editor Inkar Pirimbetova), "Nation and Spirituality" (Editor Dilbar G'anieva), "Spiritual Garden" (Editor Gulzar Galbaeva), "Poetry" Gulzar Kalbaeva), "Father's word is the eye of the mind" (Editor Dilbar Rakhmanova), "Ibrat" (Editor Nursulyo Begimova) gave spiritual nourishment to listeners and began to become humane, meaningful and scientific.

Radio is first and foremost a place of spiritual nourishment. Both the word and the music unit have an emotional impact kushke. Finally, a radio journalist should be able to produce both impressive and educational broadcasts from the heart of the listener. As the saying goes, "A good word is the food of the soul."

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